

AMENDMENT TO THE CLAIMS

This listing of claims will replace any and all prior listing of claims:

1. A label of laminate construction, comprising:
 - an outer layer for receiving printed indicia on an exposed surface thereof; and
 - an under layer attached to the outer layer, wherein:
 - the outer layer is made of a material that has an opacity, wherein the opacity of the outer layer material reduces after the outer layer is exposed to moisture or liquid, and
 - the under layer is made of a different material that has an opacity, wherein the opacity of the under layer material, after exposure of the under layer to moisture or liquid, is configured not to be affected in the same manner as the opacity of the outer layer material.
2. The label as in claim 1, wherein the outer layer is adhered to the under layer, the under layer being a film of plastics material.
3. The label as in claim 1, wherein the under layer is a plastics material which is white.
4. The label as in claim 1, wherein the outer layer is secured to the under layer by a permanent adhesive.

5. The label as in claim 1, wherein the under layer is adapted to be a stable laminate base.

6. The label as in claim 5, wherein the under layer provides an innermost surface adapted to facilitate adhesion to an outer surface of a container.

7. The label as in claim 1, wherein the label is attached to the outer surface of a container by self-adhesive.

8. The label as in claim 2, wherein the label is attached to the outer surface of a container by a glue, which is applied to the label when the glue is wet and which is allowed to dry when in situ on the container.

9. The label as in claim 7, wherein the container is a glass bottle.

10. The label in accordance with claim 1, wherein the under layer is a plastics material comprising at least one of the group consisting of biaxial polyethylene, non-orientated polypropylene and PET.

11. The label in accordance with claim 1, wherein the under layer is a biaxial oriented polypropylene plastic film.

12. The label as in claim 11, where the biaxial oriented polypropylene plastic film has opaqueness greater than 0.54 as measured by a Tobias densitometer.

13. The label as in claim 11, wherein the biaxial oriented polypropylene plastic film under layer is a five layer extruded film.

14. The label as in claim 13, wherein the biaxial oriented polypropylene plastic film under layer has a cavitated inner core.

15. The label as claim 3, wherein the outer layer is joined to the under layer by being applied directly onto a sheet of extruded plastics material.

16. A label for a bottle wherein the label is a laminate, comprising:
an outermost layer upon which there is printed indicia; and
a lower or more inner layer that is coupled between the outermost layer and the bottle,
wherein:

the outermost layer is made of a material that has an opacity that reduces after the outermost layer is exposed to moisture or liquid; and

the lower or more inner layer is made of another material that has another opacity that is substantially unaffected by exposure of the lower or more inner layer to moisture or liquid.

17. The label as in claim 16, wherein the lower or inner layer is an innermost layer.

18. The label as in claim 16, in which the lower or inner layer is a plastics material.

19. The label as in claim 16, wherein the laminate has each layer of the laminate joined to adjacent layers by water insoluble means or materials.

20. The label as in claim 19, wherein the water insoluble means are a fusion of plastics material with a respective adjacent layer.

21. The label as in claim 16, wherein the label is secured to an outermost surface of the bottle,

wherein the innermost layer of the laminate is adhered directly onto an outer surface of the bottle with substantially water insoluble means or material, and

wherein the outermost layer is positioned to be outermost with respect to the bottle so as to display the printed indicia thereon.

22. The label as in claim 8, wherein the container is a glass bottle.

23. The label as in claim 2, wherein the outermost layer is paper.

24. (Cancelled).